town & COUNTRY REVIEW
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Porter Memorials

"BLAIR A. SWARTZ - MANAGER"

Porter Memorials is located at 505 Wadsworth in Lynchburg, phone 845-0530 where they feature a complete stock of monuments.

The high grade monuments sold here have been recognized by the people of this area as the very best in quality monuments. It can be truly said that everything in the way of monuments can be secured from them and you may be assured that the product will be of the highest quality.

Special service and comprehensive information will be given to prospective customers at all times whether the request be in person or over the telephone. Their reputation as honest and straight forward business people extends far and wide. The high quality of their merchandise, combined with modern prices and the services they render has brought this firm a very large patronage and the confidence of all the people in this section.

Only through this knowledge are we, the writers of this 1975 Review able to recommend this monument company to our readers.

Big Horn Market Inc.

"DAVID JOHNSTON -MANAGER"

The Big Horn Market is your modern supermarket located in Concord, phone 993-2256.

Make your grocery shopping a pleasure by buying all your groceries and household items at one place. There is no need to shop over town for bargains when you trade here.They carry a complete stock of every type of goods, and you will find their prices surprisingly low.

They carry fresh vegetables and fruits the year around. Their stock of canned goods cannot be equaled in any store.

Meats which look appetizing and delicious are always on display in their meat case. (Their butcher shop is under State inspection and their butcher will custom cut your meats for you.)

The next time you are in town, stop at this modern supermarket. Give the Big Horn Market a try today.

In making this 1975 Review we, the editors, are pleased to recommend this well managed, friendly store to all of our readers.

Lynchburg Bus Service

"CHARTER SPECIALISTS"

"SAM MCCONVILLE - OWNER"

Buses powered by steam appeared as early as the 1800's, but were a far cry from the modern, comfortable coaches operated by the Lynchburg Bus Service at 316 Robin Drive in Lynchburg, phone 239-1724 for information.

These early buses would have a hard time competing with the up-to-date design of the buses that this firm makes available for chartered trips. Whether it be a short or long trip, their comfortable coaches are available at modest rates.

Churches, schools, youth groups, clubs, senior citizens, organizations, business firms and many others can benefit from their modern bus service.

Trained, professional drivers make you feel secure whether your chartered trip is in town or across the nation. These air-conditioned buses make traveling a pleasure.

Make your next group excursion an enjoyable experience by hiring one or more of these modern buses to get you safely to your destination.

For your charter bus needs, the organizers of this 1975 Review suggest you contact the Lynchburg Bus Service.

Cash Brothers Real Estate, Inc.

Whether you are interested in real estate for an investment, business or a home, every transaction should be fully investigated by someone with experience enough to insure you that both parties receive dollar for dollar value.

For the best interest of any readers contemplating selling or buying we honestly believe that the wisest preliminary step would be to consult with Cash Brothers Real Estate, Inc., located on Route 29 North, in Madison Heights, phone 845-5912.

This firm can be relied upon for astute judgment as to values of types of property for miles around. At the same time they have established a reputation for fast action on buying or selling and completing transactions.

It's with pleasure that the staff of this Review are able to unhesitatingly bring them to the attention of our friends in this 1975 Review.

Reynolds Paint & Wallpaper Co., Inc.

The Reynolds Paint & Wallpaper Co., Inc. is located at 1300 Main Street in Lynchburg, phone 845-4581.

A small amount invested in paint will beautify your property and, at the same time, help to preserve it. A well-painted house lasts years longer than one which has been neglected.

This well-liked store not only sells the best in O'Brien paint and other kindred items, but they stand behind all the products sold in their store and if it's wallpaper you need, they have it. Their large stock of wallpaper and O'Brien paint will make it possible for you to find just what you want at a price you can afford to pay. Possibly you will want to do the work yourself. If you cannot spare the time, they can suggest decorators who are sure to please the most particular customers. For any information in paint, wallpaper, or decorating, call them and they will be happy to assist you.

The narrating staff of this 1975 Review are pleased to present this deserving store our complete recommendation.

Kathryn's Flower Shop

"CATHERINE JOHNSON - OWNER"

When your heart has a message, say it with flowers. Be sure you remember the one you love with flowers on an anniversary, birthday, or any special occasion. For flowers to suit the occasion, go to Kathryn's Flower Shop located at 3261 Fort Avenue in Lynchburg, phone 846-6494 or 846-2643 for flowers by wire.

Whether it is a corsage, bouquet, funeral design or flowers for the ailing, you will find just what you want here. They always have a wide variety of the most popular flowers and colors that are beautiful. They cordially invite you to stop on your next trip to town and see what a beautiful selection you can get here at a price you can afford.

In this 1975 Review, we, the researchers, suggest you remember the name Kathryn's Flower Shop when you need flowers for any occasion.

Brown's Mobile Home Transporting

"MELVIN BROWN - OWNER"

Brown's Mobile Home Transporting, located at 205 Bryant Road in Lynchburg, phone 239-8307 specializes in the transporting of mobile homes. They have a fine reputation for fast, safe, and dependable service.

In this mobile society of ours, we are always on the move, mobile homes are used as offices, ranch homes, homes for retirement and homes for families.

Because of the cost of real estate and construction now days, the use of mobile homes is ever increasing. So many families barely become moved to a certain locale and suddenly they are transferred. Other families want to move into a newer, large mobile home park. Still others, simply get tired of the traffic and congestion, and wish to relocate at a more peaceful location away from all the noise.

Whatever the reason for any move you might have to make, call this fine mobile home transporting company and let them give you a cost estimate on the job. Their trained personnel will do the job in the shortest time, and you can be assured that your trailer will arrive in good condition.

The 1975 Review, and its staff, take pride in acknowledging this fine firm and recommends that our readers remember to call the Brown's Mobile Home Transporting for the best in mobile home transporting service.

S & W Cafeteria

We all agree that a top rated cafeteria has four main requisites: first, good food, second, faultless service, third, a good selection, and last, but not least, reasonable prices. When we find a cafeteria that offers these four things it is indeed a treat, and this treat is yours at the S & W Cafeteria located at 13 Pittman Plaza in Lynchburg phone 846-0466.

This modern cafeteria is well known for its appetizing food. You may make your selection from a wide variety of foods and be assured, regardless of your selection, it will be one of the best meals you have ever eaten.

In this 1975 Review, we, the editors, feel that we can highly recommend this excellent cafeteria and offer our best wishes for their continued success. They offer private dining rooms available evenings for meetings. The S & W Cafeteria welcomes you to pleasurable dining. Try them, you'll be glad you did.

Thomas Jefferson, Inc.

"DRAFTING SERVICE"

There comes a time in each married couples' life when they decide that they no longer want to live in a small apartment or pay rent to someone without getting any return on their money.

When that time comes and they start looking into buying a home, they often realize that the pre-built homes available are not just what they have been looking for. The kitchen may be in the wrong place; the bedrooms too small; there is no garage; or the homes are in the wrong neighborhood.

Many people have felt that building a home of their own to their own plan would be too involved and too costly; and have compromised on what they really want.

If this is your situation then you really do not have to compromise. Thomas Jefferson, Inc. located at 7212 Timberlake Road in Lynchburg (in the Brookville Area), phone 237-2044, is one of the finest drafting services in this area. They know the drafting business completely and can help you with the entire project: from the discussion of what you want in your home . . . through the drawing of the plans.

Some of the finest custom built homes in this area have been planned by Thomas Jefferson, Inc. and you can rest assured that when you contact this firm you will be treated fairly and your home will be what you expect it to be in every detail.

We, the editors of this 1975 Review would like to take this opportunity to highly recommend Thomas Jefferson, Inc. to anyone interested in building today.

Lynchburg Fire Extinguisher Sales & Service, Inc.

"LAWRENCE BRYANT - PRESIDENT"
"HILDA BRYANT - SECRETARY/TREASURER"

For peace of mind in your home or business make sure you have the proper type of fire protection system. Also, make sure your equipment is properly serviced so that it will be serviceable in the advent of an emergency.

Sales and service of indispensable fire protection systems are available in this area at the Lynchburg Fire Extinguisher Sales & Service, Inc. in Lynchburg at 2999 Fort Avenue.

Telephone 845-0033 for complete information on the latest, most modern type of equipment for business, industry and home.

Dry chemical extinguishers are commonly used in the home and can be used on most types of fires including those involving electrical equipment. Inquire at the Lynchburg Fire Extinguishers Sales — Service, Inc. about these and other types of extinguishers, systems and safe guards.

The writers of this 1975 Review recommend that you contact this firm for fire protection equipment sales and service.

Econo Travel Motor Hotel

Good motels are indispensible to the progress and development of a growing city. The Econo Travel Motor Hotel at 2400 Stadium Road, off Rt. 29 South Expressway in Lynchburg, phone 847-1045, has accommodated a great many tourists and business men in a manner that assures them of the continued patronage and good will of the traveling public.

The management here has maintained an ideal service which is thoroughly exemplified by the manner in which every employee attends to his or her duties. Nothing is taken for granted, nothing is forgotten. Hospitality and service are always their first and last consideration.

Much of the credit for the splendid reputation of this motel is due to the executive ability of the management, whose untiring efforts, forethoughtedness and attention to detail, has set a standard of hospitality service which seldom if ever is equaled, much less to surpass. Their motto is "Spend the Night, Share Fortune".

It is a pleasure for us at this 1975 Review to recommend the Econo Motor Hotel for accomodations and service.

Leonard's Tire Co. Inc.

"BIG JOE LEONARD - OWNER"

When you are in need of automobile tires, we suggest you visit Leonard's Tire Co. located at 1525 12th St. in Lynchburg, phone 846-5251. They feature a complete line of Remington bias tires, belted tires or Pirelli's world famous 40,000 mile guaranteed radial tires.

Remember, worn tires can be dangerous or even illegal to the operation of your car. Industry statistics show that 90% of all tire failures occur in the last 10% of tread wear. And in most states, worn tires are illegal if the tread wear indicator is showing, and less than 2/32 inches remain on the tread.

At Leonard's Tire Co. they've established a reputation for complete one stop tire serving headquarters. They feature precision mounting and balancing to protect your tire dollar investment, and get you maximum mileage from your new tires. They also offer expert purchase advice to help you select the tires for your driving habits.

In this 1975 Review we are pleased to recommend Leonard's Tire Co. for recommendation. Their brakes stop the car, their tires stop your car, their dependability, and their selection of reputable tires call them at 846-5251. You know you'll be glad you did.

McCain's Radio & TV Service

McCain's Radio & TV Service is located at 707 5th St. in Lynchburg, phone 845-2359. They are completely equipped to repair all makes of television sets. They feature a complete TV service and have the parts on hand to repair your TV promptly whether it is a color or black and white set. They also service stereo and radio sets of all types.

TV repair work is a highly competitive field. To remain in this business and to be one of the leaders, a shop must have TV technicians who really understand the business. They must be thoroughly familiar with every part and wire on your set. All these features you will find at this reputable shop, with over 25 years experience in the TV service business.

You know that your equipment is in the hands of experts when you take it to this shop. They will take the chassis of your TV cabinet if it does not become married, and repair your TV set. The experts and also alignment and antenna installation color reception.

This 1975 Review writers highly recommend this outstanding firm.

Sealtite Incorporated

Now is the time to stop contemplating alteration work in your home or office and just pick up the phone and call the Sealtite Aluminum Building Products firm, phone 847-7471, in Lynchburg located at 1410 19th Street on the Expressway. This firm is well recognized in this area for its fine skilled work and reasonable rates.

The Sealtite firm is locally owned and operated and has served this area as the prime manufacturer and distributor of aluminum building products, such as aluminum siding, doors and windows, carports, awnings, roofing and other products.

They offer you the specialized experience of more than 60 years and will be happy to advise you on your needs and costs without obligation on your part. There are 4 salesmen in the area: Russell Martin, phone 845-7945; Bill Kiger, phone 239-6285; Norris Pool, phone 239-0050; and James Peters at 946-5[illegible].

They make a point to only well qualified customers them and you can be sure of a professional job done with high quality materials completed in the shortest possible at reasonable rates.

The writing staff of this Review take pleasure in recommending this firm to our many readers, feel that you remember the Sealtite Incorporated as well done.

Holiday Inn Of Lynchburg

The Holiday Inns of Lynchburg are located on Route 29 North, phone 846-6506, and Route 29 South, phone 847-4424.

One of the things that has made America strong is the ability of her businessmen to meet ever changing conditions and the needs of the demanding public. The motel industry, for example, is recognized today as a vital and necessary part of our American economy.

We wish to direct our readers attention to this motel which has ample accomodations to please even the most discriminating guest. Here you will find air-conditioned, carpeted rooms, telephones in the rooms, color TV, swimming pool - just to mention a few - and all of this with reasonable rates. Consequently, many travelers prefer to travel extra miles in order to stay here and thus assure themselves of a good night's rest in familiar surroundings. The complete banquet facilities for 10 to 300 people make one of the finest in the area.

The development staff of this Review recommends from our area visitors to the Holiday Inn that they are in town on business or management conference of their area.

School At Baptist ... 25

... fellowship, ... Bible Study are in ... and girls who ... VBS at Liberty ... July 21-25.

... been made to ... founded mor- ... for children ... sixth grade. ... will begin ... 8:45 and will ... 45. Transporta- ... provided if needed ... church office.

... Marshall is VBS ... Dr. H. Doyle ... pastor. Depart- ... are Mrs. Robert ... McCraw, Mrs. ... Mrs. Harry ... Robert Smathers, ... E. Jamerson. ... Mrs. Franklin ... in Miss Sandy ... Development Com- ... Maude Martin ... McFadden.

...ron

...ist Church in- ... revival services ... August 1, 1975. ... will begin each ... 7:45 p.m. with ... of Columbia, ... speaker. Richard ... Columbia Bible ... doctrinal candi- ... Western Baptist ... minary in Fort ... He is a dedicated ... teacher of God's ...

... blessed if you ...

... special music ... nursery will be ...

...ristian Book Shop

"...AS & MARY P. GILBERT - OWNERS"

... leaders in our ... the Christian ... A Wadsworth ... burg, phone ... their religious ... supplies.

... huge in stock ... material, it ... anything you ... any particular ... seminar.

... they serve the ... they offer private ... Bibles, books ... by noted ... energy that will ... your religious ... Many of the beautiful Bibles, and other articles they have on display make excellent gift items.

The next time you are in town, stop by and let their friendly saleshelp assist you in selecting reading material, supplies, or that gift item.

The editing staff of this 1975 Review takes this opportunity to make public its admiration and wholehearted support of the Christian Book Shop for their sincere efforts to serve the churches, and their desire to enlighten our community with the best of religious materials available.

Moody Transfer & Storage Co., Inc.

... agents for the ... the Moving ... American Van ... Moody Transfer & ... Inc. located on ... in Concord, ...

... expected moving ... company in this ... reputation for ... safest moves ... From the ... personnel you can ... estimates and ... is beyond re- ...

... objective at this ... to serve every one of ... to the best of ... whether you are moving locally or long distance.

The modern equipment and packaging methods, along with the best drivers in the field make it possible for you to make a move in the shortest time and with complete assurance that everything will arrive safe and sound.

The designers of this 1975 Review are pleased to have this opportunity to express our appreciation of their first rate work and fine business policies, and ask our readers to remember their North American Van Lines agents, the Moody Transfer & Storage Co., Inc. You'll be glad you did.

Abbitt's Body Shop

PETE ABBITT - OWNER

... at this firm ... in body and ... as well as auto ... place to have ... rebuilt or painted ... Abbitt's Body Shop ... Right Shop Road in ... Heights. Phone 846-...

... of this firm fully ... auto body and ... work. Whether it ... large job, you will ... same courteous ... and professional ...

... of the best known auto body repair shops in this section because of its excellent workmanship and service.

Most insurance policies now permit you to choose the repair shop you like best. Select them to do your work. Their body work as well as auto painting is among the best done in this section. They have the "know how" that puts their work in a class by itself.

The narrators of this 1975 Review recommend you see the Abbitt's Body Shop for all work of this type.

To Sponsor Arts & Crafts Exhibit

Appomattox County Farm Bureau Women's Committee is sponsoring an arts and crafts exhibit at the annual Farm Bureau picnic at Holiday Lake, August 2 at 7 o'clock.

Members having articles to display please bring them. The articles will not be judged, but anyone wishing to sell them, please put a price on them. All articles should be labeled.

Mrs. R. K. Martin

Classified Ads Get Results

Portsmouth Fish Company

Capture the savor of the sea in halibut barbecued with a choice of sauces to suit your mood. For a favorite of all, brush on lemon and butter sauce with just a hint of garlic. Choose the flare of the Orient with a sauce of orange juice, herbs and bright parsley.

The charcoal flavor blends with the delicate halibut when barbecuing to give enjoyment unsurpassed.

The most complete selection of fresh seafoods in this area is available at the Portsmouth Fish Co. in Lynchburg at 415 12th St. Phone 845-4571. The Portsmouth Fish Company is locally owned by E. O'Bier.

Ocean fresh crabs, lobster and shrimps are available at this establishment. You'll find the quality high and the courtesy is the finest in the area.

The management of this firm has built a reputation in this area for serving the public honestly and offering choice seafood.

The authors of this 1975 Review suggest that you make the Portsmouth Fish Co. your headquarters for fresh fish and seafood.

WEBB — WHITAKER CO.

Webb-Whitaker is the store for men's furnishings. They feature Varsity Town, Michaels-Stern, Stanley Blacker, Hardy Aimes shirts, and many other famous brand name quality apparel. Giving you the best in service, Webb-Whitaker is located at 909 Main in Lynchburg, phone 847-7181.

They are now in the midst of their annual clearance sale, with truly "great" bargains in almost every line they carry. Without a doubt, it is probably one of the year's best money saving events.

Drop in any time and see their stock on men's slacks and sport clothes. Webb-Whitaker meets the needs of any and every man in the community at a moderate price, and furnishes the finest alterations in this area.

No matter what your clothing needs may be, Webb-Whitaker is the store that will take care of you. High quality merchandise is to be found at this store at a reasonable price. When on your next shopping tour, don't fail to include Webb-Whitaker.

They have always been proud to be known as "the" place in this section where all classes and tastes in clothing can be found.

This 1975 Review, and its editors, wishes to compliment the management of this respected men's store.

Campbell Auto & Equipment Service

Complete scientific service on all makes of cars and trucks by trained mechanics is offered by the Campbell Auto & Equipment Service located in Lynchburg at 2816 Carroll Avenue, phone 845-9745.

It is always the policy of a popular garage to give a maximum of service at the lowest possible price. This is proven by the many satisfied customers.

Here, "service" is their motto, and is backed by their fine reputation. The finest experts among workmen give your automobile what attention it may need from the smallest repair to a complete overhauling or rebuilding job.

Every car needs some adjustments at some time or other. Be a wise owner and keep your car in first-class condition.

For guaranteed satisfaction, we, the writers of this 1975 Review, suggest you take your car to the Campbell Auto & Equipment Service.

J.D. Crance Co.

"J. D. CRANCE - OWNER

Located on Eastbrook Road in Lynchburg, phone 845-1329 is the J.D. Crance Co., a painting contractor well known in this area for his ethical business dealings.

Regardless of whether you need residential, industrial, or commercial interior or exterior paint contracting done, this is the firm to call.

Their experience in this field has given them the know how to handle any size job.

Unlike so many painters, this firm completely prepares the surface to be painted so that the job will be attractive and long lasting. You can also know that they will complete the job on schedule and at the lowest prices for quality work.

For a first rate job in painting from a reputable firm, the narrators of this 1975 Review suggest to our readers that they contact the J. D. Crance Co. We know that you'll be more than pleased with the professional manner of their work.

Virginia Baptist Hospital

The Virginia Baptist Hospital is located at 3300 Rivermont Ave. in Lynchburg phone 384-4000. This hospital is becoming more important each day to the people of this vicinity.

The reason for this is that they combine a good atmosphere for recovery with all the knowledge and skill of the medical profession. They are equipped to give the best care obtainable and their entire staff is devoted to this task.

They are continually making changes in order to keep up with the rapid developments of the medical science field. They are constantly striving to better meet the ever increasing demand for their services.

Every year the Virginia Baptist Hospital reaches out to service an ever widening area. This hospital stands like a sentinel, in this community, to guard the health and welfare of all the citizens, young and old alike.

The editors of this 1975 Review take this opportunity to commend this hospital for its fine service to the people of this area.

Blue Ridge Pools

This firm is located at 1008 Greenview, phone 239-4678, in Lynchburg.

Do you often wish you were in a position to own a swimming pool? Well, it does NOT require a fortune anymore. With modern methods of construction and many new developments in the building field, this firm can handle pools for you to fit your budget almost any shape or design you wish. Quality customer-built pools are available at very reasonable prices to homeowner, private clubs, civic groups, and cities and towns as well throughout this area. Write or call them for complete information.

Blue Ridge Pools also supplies a full line of accessories such as diving boards, filters, ladders, pool heaters, vacuum cleaners, and all other equipment necessary to complete your pool. Also, don't forget to ask about their service contracts on pool maintenance.

In making this 1975 Review we, the copyists, take great pleasure in recommending this fine contractor to our readers for his sincere and ethical business practices.

Lynchburg General - Marshall Lodge Hospitals, Inc.

The Lynchburg General-Marshall Lodge Hospitals, Inc. is located at Tate Springs Road in Lynchburg, phone 846-6511 in emergency. They will give you proper attention and professional service.

Here the best of medical and surgical skill can be obtained at a moment's notice. When it is necessary to be under the care of a physician with attending nurses, think of this respected hospital.

Every effort is made here to provide the best possible care and attention. The rooms are well-lighted and cheerful. The value of this local hospital is being appreciated by more people every year. The family at home is relieved of a heavy burden knowing the patient is removed from the confusion that descends upon a home in time of sickness and thereby stands a better chance of quickly regaining health and strength.

The editors of this 1975 Review suggest this Review would not be complete without prominent mention of this outstanding hospital.

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Russell A. Shanaberger General Contractor

'By Your Plans Or We Will Design A Home To Fit Your Needs'

In the estimate of many people in this section of the state who have had Russell A. Shanaberger Builders, located at Route 2 in Rustburg phone 846-4081 handle any of their general building construction, there is not a better qualified contractor anywhere.

You can be assured that the job will be completed by competent men in the field with the best of materials and in the shortest time possible. Unlike so many other construction companies, this firm is noted for their reliability, fair prices and general business like policies.

They use only the latest equipment and tools, combined with the most up-to-date building practices of the day, and perform their work in a professional manner.

Without hesitation, we, the authors of this 1975 Review take this time to make public our commendation of Russell A. Shanaberger Builders, and suggest to our readers that they have them handle their construction needs.

Betty Brite Cleaners

"LEWIS & DAPHINE MOORE - OWNERS"

With 2 convenient locations: 3031 Old Forest Rd., phone 384-5763 and 7623 Timberlake Road, phone 239-7655 in Lynchburg. The best in laundry and dry cleaning is accomplished. They use the best and latest processes, and as a consequence, when garments are returned to you, they are clean, odorless, and well pressed.

This cleaners features carpet cleaning in your home or you may bring your soiled carpets to their Timberlake Road store for cleaning.

They specialize in all classes of dry cleaning for ladies and men, and the most delicate dresses are handled in a very careful manner.

They offer a fast shirt service, and you'll like their friendly, courteous personnel.

Many people have learned that through good dry cleaning service they can save the expenditure of many dollars of new clothing. Both men and women have found that the most sensitive fabrics are carefully handled and successfully cleaned at the Betty Brite Cleaners and are returned to them cleaned and finished in the finest manner.

This 1975 Review makes special commendation to this fine cleaners.

Westover Flav-O-Rich Dairies

"HERBERT E. SPROUSE - SALES MANAGER"

Westover Flav-O-Rich Dairies, located at 2801 Fort Ave. in Lynchburg are producers and distributors of famous High Quality milk, producing also a full line of top quality dairy products. Ask for it by name at your favorite grocer.

All these fine dairy products are made in their modern plant. They have been serving this and surrounding country for many years in a most able way. Their products are from selected, tested herds. These herds comprise the best cows in this section of the state.

Valuable assistance is given the farmers of this section as a whole for they buy and pay for thousands of gallons of milk monthly, thereby helping to increase the prosperity of this section in no small degree.

In this shopping guide of the leading firms of this section we, the writers, wish to recommend this modern dairy and their products to all of our readers as one of the best to be found in this section.

Pollard Street Grocers

"ALLEN PRESLEY - OWNER"

Drop in at the Pollard Street Grocers located at 200 Pollard St. in Lynchburg, phone 845-9703 if you are interested in real bargains. You will find their shelves are stocked with a complete variety of vegetables, fruits, cereals as well as all the staples groceries and the finest in fresh meats. To assure you of top quality merchandise, this store handles only the better known brands in good products.

It is a pleasure to shop at this grocery because great care is taken to see that all foods available on the market today are within your easy reach and you can be assured that they are priced right for you.

The outstanding virtue of this grocery store is the friendly and courteous service that is always yours when you trade here. It is to your advantage as well as your pocketbook to shop at this modern store.

In knowing the reputation of this fine store, the editors of this 1975 Review give our recommendation to the people of this area.

Sil-O-Ette, Inc.

"GARRETT BELCHER - GENERAL MANAGER"

Sil-O-Ette, Inc. located in the Pittman Plaza in Lynchburg, phone 846-3503, is one of the leading ladies shops in this area. Visit them on your next trip to town. They are open Monday thru Friday until 9 and till 6 on Saturday.

They offer a wide selection of clothing for the discriminating. They make a specialty of catering to the lady who desires to be fashionably attired.

Regardless of her age, figure, or fashion personality, this is the place to find just what will please milady.

Come in where the merchandise is newer and the selection greater. People in every walk of life have found that clothes from this shop are made of the best materials, and priced to fit your budget.

Here you will find nationally advertised brands, helpful and friendly sales personnel - all of these things contribute to make shopping here a real please.

Be sure to visit the "Reflection 21", now in the process of becoming your complete sports center. Look for their grand opening, coming soon.